Making Your Products

Widely Known in China
Will Open Her Markets.

THIS is the advice of one of the largest
foreign banking houses of the United
States given to the corporations seeking
to establish trade relationships in
China.

There is only one real, adequate means
of making your product widely known in
the trade fields of the vast nation of
China — ADVERTISING.

Advertising has made the large com-
mercial corporations of the United States
and the influence of such a medium has
extended to Europe where it is being
employed with equal force. British manu-
facturers are appropriating thousands of
dollars for advertising in foreign
fields.

Advertising in China has passed the
experimental stage. It has been proven
by actual use and the most widely bought
articles among the Chinese people are
those same articles which have been most
widely advertised.

BUT to advertise in China improperly
is to waste an appropriation. Every
business in the country needs advertising
prepared to reach a selected field by men
who know China through years of ex-
perience in her commercial centers.

The Chun Mei News Agency, Adver-
tising Department, is a thoroughly con-
istuted service such as will be found in the
agencies of the larger cities of the United
States. But in addition, men who know
the field of China are employed in making
trade reports, and preparing campaigns
that will have a direct and correct appeal
to the Chinese people — men of Chinese
nationality who have been especially
trained in this work — copy writers, artists
and investigators.

The Chun Mei service has introduced
and obtained wide sales for well known
products in China. Its work has the
backing of successful campaigns scientifi-
cally conducted.

ADVERTISING IN CHINA CAN ONLY BE SCIENTIFICALLY
PREPARED IN THE FIELD ITSELF—CALL AND LET US
SHOW YOU WHAT WE HAVE DONE FOR OTHERS.

Chun Mei News Agency
Advertising Department

34 Nanking Road Phone: Central—2250